

AUTHOR INDEX

Name	Abstract No	Name	Abstract No
Abbratt, Russell	6374	Carnot, Catherine G	6349
Acito, Frank	6304	Carroll, Vincent P	6362
Adams, James R	6276	Carter, Michael P	6354
Alba, Joseph W	6226, 6230	Castleberry, Stephen B	6269
Alwin, Duane F	6220	Chandler, Jan	6315
Anand, Punam	6359	Chouvou, Ph	6274
Anderson, Erin	6361	Churchill, Gilbert A Jr	6238
Armstrong, J Scott	6191		6316
Arnold, Stephen J	6336	Clark, Harold F Jr	6384
Arthur, Luke	6360	Clarke, Darral G	6256
Ashenfelter, Orley	6366	Cmar, Karen A	6368
Assael, Henry	6313	Cohen, Joel B	6216
		Cole, Catherine A	6308
Babakus, Emin	6207	Colombo, Richard	6240
Baker, David	6188	Cook, Fay Lomax	6339
Baker, Ken	6286	Cook, William A	6194
Baker, Paul	6262	Cooper, Lee G	6382
Barry, Thomas E	6301	Corfield, Gilly	6282
Barwise, T Patrick	6330	Corfman, Kim P	6229
Basu, Kunal	6216	Craig Smith, N	6235
Bates, John M	6239	Crespi, Irving	6376
Bayus, Barry L	6362	Croll, Ian	6305
Beach, Rebecca	6349	Curtin, Thomas R	6339
Beadle, Penny	6302		
Beane, T P	6246	Darling, John R	6389
Beatty, Sharon E	6232	Davies, R W B	6387
Belk, Russell W	6318	Day, Ralph L	6304
Beltramini, Richard F	6268	de Bock, Harold	6320
Berry, Sandra H	6190	de Greet, Ignace	6200
Berry, Tina	6377	de Groot, Gerald	6197
Bishop, George F	6221	de Wetter, Robert	6253
Blamires, Chris	6263	DeSarbo, Wayne S	6202
Blightman, Tim	6266	Deshpande, Rohit	6372
Blosser, Lois L	6312	Dickie, Mark	6211
Blyth, Bill	6279	Dickson, Peter R	6245
Boker, Fred	6214	Dillon, William R	6203
Booth, Andy	6254	Docker, John	6300
Borrelli, Stephen	6352	Douglas, Patsy	6251
Bottomley, David T	6387	Driver, B L	6208
Boudy, William B Jr	6273		
Bowden, Roger J	6347	Easingwood, Christopher J	6394
Bowles, Tim	6287	Eastlack, Joseph O Jr	6311
Brown, Gordon	6335	Ehrenberg, A S C	6265, 6269
Browning, Jane	6290		6327, 6330
Bruvold, Norman T	6249	England, L R	6265
Buchanan, Bruce	6198	Ennis, D M	6246
Buck, Stephan	6322	Eskin, Gerald J	6275
Buggie, Stephen	6219	Evans, Kenneth R	6268
Calder, Bobby J	6380, 6381	Farley, John U	6356
Caller, Linda	6299	Feick, Lawrence F	6204, 6296

Name	Abstract No	Name	Abstract No
Ferguson, Carl E Jr	6207	Joreskog, Karl G	6207
Fisher, Ann	6211		
Fisher, Susie	6377	Kahn, Barbara	6255
Fletcher, Robert	6286	Kaikati, Jack G	6306
Folkes, Valerie S	6233	Kamen, Joseph M	6338
Foxall, G R	6371	Kamins, Michael A	6313
Friedman, Margaret L	6238	Kanouse, David E	6190
Fulgoni, Gian M	6334	Kanter, Donald L	6303
		Kernan, Jerome B	6249, 6379
Gabor, Andre	6239	Kiewit, David A	6328
Gaeth, Gary J	6309	Kim, C Jay	6325
Garrido, Gines	6386	Kinnear, Thomas C	6206
Gensch, Dennis H	6205, 6209	Kinsey, Joanna	6307
Gerking, Shelby	6211	Koletskey, Susan	6233
Ginter, James L	6245	Krosnick, Jon A	6220
Givon, Moshe M	6198, 6199	Kumar, Ajith	6203
Glazer, Rashi	6255		
Gold, L N	6274	Laybourne, Peter	6251
Goldman, ArieH	6198, 6199	Leach, Clive	6283
Goldstein, Frederick A	6383	Leathar, Douglas S	6298
Gordon, Margaret T	6339	Lee, Hanjoon	6304
Graham, John L	6233	Lee, Hau L	6362
Green, Donald Philip	6294	Leff, Donna R	6339
Greenwald, Anthony G	6349	Lehmann, Donald R	6229
Gregoire, T G	6208	Lin, Lynn Y S	6325
Griggs, Steve	6196	Little Roderick, J A	6195
Grohaug, Kjell	6234	Llewellyn, Geoff	6375
Gross, Edward	6297	Lockerbie, Brad	6352
Grover, Rajiv	6247	Lodish, Leonard M	6361
Guirdham, Maureen	6358	Lord, John B	6311
Gurwitz, Paul M	6223	Lowe-Watson, David	6224
Gutmann, J N	6371	Lu, Daozheng	6328
		Lusk, Edward J	6191
Harald, Ruppe	6393		
Harper, John	6321	MacInnis, Deborah J	6225
Hastings, Gerard B	6298	Madden, Charles S	6189
Heath, Robert	6228	Makubals, Elizabeth L	6219
Heath, Timothy B	6309	Malhotra, Naresh K	6201, 6217
Higgs, Alan	6370	Marbeau, Yves	6264
Hirschman, Elizabeth C	6317	Marks, Helen J	6259
Hoffman, Donna L	6202	Marks, Laura	6254
Holbrook, Morris B	6378	Marmorstein, Howard	6230
Holmes, Cliff	6188	Martenson, Rita	6344
Houston, Michael J	6308	Martin, Jeremy	6293
Howell, Roy D	6215	Mavity, Roger	6288
Hutchinson, J Wesley	6226	McCafferty, Patrick	6351
		McCombs, Maxwell E	6339
Irving, Andrew	6340	McDaniel, Stephen W	6189
		McGoldrick, Peter J	6259
Javalgi, Rajshekhar, G	6209	McKenna, William J	6326
Joachimsthaler, Erich A	6206	McMaster, Derek	6252
Johansson, Johnny K	6385	Meade, Nigel	6363
Johnson, Nancy Brown	6363	Mehrabian, Albert	6253
Jolson, Marvin A	6257	Menneer, Peter	6323
Jones, P R	6365	Meyers, Lawrence S	6218

Name	Abstract No	Name	Abstract No
Milde, Heide	6271	Salmon, Walter J	6368
Miller, James B	6249	Sargent, John	6341
Miller, Peter	6339	Saunders, John	6212
Miller, William L	6348	Sawyer, Darwin	6295
Minter, Chris J W	6387	Schlackman, William	6292
Moll, Michael	6387	Schmitt, P M	6274
Monroe, Kent B	6267	Schmittlein, David C	6240
Moorcroft, Sheila	6285	Schultz, Don E	6277
Moore, David W	6353	Schweizer, Robert	6392
Moore, R M	6371	Schwoerer, Juergen	6343
Moore, William L	6255	Sebastian, Karl-Heinz	6342
Morgan, Rory P	6261	Selnow, Gary W	6312
Morrison, Donald G	6240	Sewall, Murphy A	6278
Morton-Williams, Jean	6192	Sexton, Richard J	6364
Moseley, Susan	6324	Shaddick, Colin	6370
Motes, William H	6258, 6269	Shaffer, David R	6231
Muella, Barbara	6346	Shalofsky, Ivor	6250
Murphy, Joseph	6291	Shaw, Robert E	6391
		Shocker, Allan D	6241
Nakamoto, Kent	6227	Shostack, G Lynn	6236
Neslin, Scott A	6256	Shugan, Steven M	6248
Niemi, Richard G	6352	Siddall, John	6341
Nijburg, Danny A	6200	Simon, Hermann	6342
Nonaka, Ikujiro	6385	Singh, Surendra N	6316
		Smith, H A	6319
O'Hagan, A	6210	Smith, Paul	6302
Oum, Tae H	6336	Smith, Philip J	6195
		Smith, Scott M	6232
Parfitt, John	6324	Smith, Tom W	6222
Pazderka, Bohumir	6336	Snetsinger, Douglas W	6336
Peterson, Ron L	6301	Sobal, Jeffrey	6295
Petroshius, Susan M	6267	Solomon, Michael R	6237
Phillips, Nick	6289	Southgate, Peter	6357
Phillips, Sue	6292	Spiggle, Susan	6278
Potter, Jack	6193	Srinivasan, V	6247
Potthoff, Richard F	6187	Stanton, John L Jr	6311
Price, Linda L	6225, 6296	Staples, Norman	6270
Proress, David	6339	Staveley, Nicholas	6244
		Steiner, Robert L	6337
Rao, Ambarg	6362	Stent, Sue	6357
Ratneshwar, Srinivasan	6241	Sternthal, Brian	6381
Ratz, David G	6345	Stewart, David W	6241
Read, Sue	6289	Stone, Mark	6375
Reed, Richard	6242	Stride, Chris	6341
Rentz, Joseph O	6186	Suffolk, G C	6274
Restall, Christine	6305	Sullivan, Daniel	6366
Riley-Smith, Prosper	6332	Surprenant, Carol F	6237
Roberts, Andrew	6314		
Robinson, Michael	6329	Tan, Chin Tiong	6356
Rosecky, Richard B	6257	Taylor, Fenella	6340
Rosenberg, Shawn W	6351	Taylor, Judy	6290
Ruhomon, Brian	6333	Termini, Deanne	6321
Rust, Langbourne	6331	Todd, W Bradford	6301
Ryans, John K Jr	6345	Traugott, Michael W	6350
		Twyman, Tony	6340

Name	Abstract No	Name	Abstract No
Tybout, Alice M	6380,6381		
Umesh, U N	6213		
Vahvelainen, Tarmo	6388		
Van Staveren, Martin	6367		
van Westerhoven, Emile	6390		
Verille, Perry	6189		
Wagner, William B	6373		
Wakshlag, J	6327		
Walker, Monica A	6355		
Ward, John	6281		
Waxman, Lisa Michelle	6294		
Weilbacher, William M	6243		
Weitz, Barton A	6361		
Whitehead, John	6280		
Wiener, Joshua L	6257		
Williams, Bob	6367		
Wolfe, Alan	6272		
Wolinsky, Asher	6260		
Wu, Chenghuan	6231		
Wyatt, Randall C	6218		
Wyckham, Robert G	6310		
Yavas, Ugur	6369		
York, Peter	6284		
Yorke, David	6365		
Young, Charles E	6329		
Young, Miles	6299		
Young, Penny	6192		
Zaltman, Gerald	6372		
Zepp, R H	6274		
Zinkhan, George M	6206		

SUBJECT INDEX

Subject	Abstract No
Abbey National Building Society	6357
Account planning	6301
ACE	6289
ACORN	6280
Active customers	6240
Actors	6217
Ad	
exposure	6319, 6334
pre-testing	6315
tests	6314, 6325, 6326, 6343
tracking	6387
Adams, James R	6371
Adlab panel	6276
AdTel	6324
Advertised brands	6273, 6274, 6325, 6336
Advertisements, country of origin	6265
Advertising	6356
agencies	6189, 6248
appeals	6281, 6301, 6302
approaches	6313, 6346
attitudes to	6303
branding	6335
budget	6244, 6305
choices	6337
competitive	6303
content	6338
creativity in	6314, 6335
effectiveness	6288
expenditure	6316, 6324, 6340, 6342
food	6343
industrial	6336
management view of	6311
memorability in	6374
misleading	6303
multinational	6300
recruitment	6309
research	6345
Research Unit	6362
response	6298, 6299
role of	6298
schedules	6342
standarisation	6244, 6334
strategies	6282
superiority claims	6345
test	6279, 6344
to children	6310
Advertising/response function	6250
Advertising/sales relationship	6307
	6337
	6283

Subject

Abstract No

Advertising TV see also under TV	6332
AEDEMO	6386
Affect-mediation model	6231
AGB peoplometer panel	6327
Age, effect	6309
Agency effect	6266
Aggregate response models	6212
AIDS survey	6193, 6341
Airline study	6338
Airport study	6233
Alcohol	6298
ALSCAL	6217
American Marketing Association	6372
AMTES	6314
Annual Survey of Manufacturers	6195
ANOVA	6317
Anthropology	6378
Appearance	6287
Appetite	6228
Archetypical customer	6288
Area tests	6343
Argumentation	6313
Artemis Trust	6292
Article numbering	6274
Ashley, Laura	6368
Aspirin	6253
Association of German Marketing Research Institutes (ADM)	6392
Attention	6314, 6331
Attitude	
classifications	6287
data	6223, 6231, 6232, 6356
importance	6230
segmentation	6287
Attitude/image data	6224
Attraction effect	6241
Attribute	
choice models	6209
ratings	6199
Audience appreciation	6323
Audience Selection	6276
Austin Rover Group	6254
Automatic Interaction Detection	6246
Automobile studies	6189, 6217
Automotive questions	6320
Average issue readership	6286, 6319
Awareness index	6335
Baby milk boycott	6235
Bandwagon effect	6311, 6347
Bank study	6237
Bar coding	6274, 6275, 6326
BARB Establishment Survey	6289, 6330
Barclays Bank	6235
BASES procedure	6249
Bass-diffusion model	6342
Bathroom tissue	6258

Subject	Abstract No
Bayes linear estimators	6210
Bayesian analyses	6210
BBC	
Broadcasting Research Department	6323
External Services	6254
Beauty business	6305
Beechams	6314
Beefeater Gin	6254
Beer study	6310
Behavioural	
change	6224
intentions	6304, 6356
BehaviourScan	6273, 6274, 6275
Belfast	6360
Belief change	6313
Below the line	6277
Benefit segments	6291
Biased estimation techniques	6212
Bicycles	6230
Binary choice data	6202
BioMedical Programs	6200
Biscuits	6265
Black economy	6293
Blacks, study of tolerance	6294
Blueprinting	6236
Brain hemispheres	6300
Brand	
advertising	6305
attitudes to	6335
choice	6255, 6258, 6279
evaluation	6225, 6230
familiarisation strategy	6344
franchise	6334
image	6250, 6254
loyal scale	6186
loyal segments	6247
names	6249, 6253, 6260
planning	6251
positioning maps	6248
promotion	6276
size	6248
study	6265
switching	6261
use	6256, 6291
values	6384
Brand/price trade-off	6264
Branding	6314
Bread	6258
British	
Airways	6254
Telecom Shares	6358
Britishness	6254
Burberry	6368
Burke's Test Marketing Group	6273
Business Line	6371
Business Omnibus	6371

Subject	Abstract No
Business-to-business research	6371
Businessmen	6289
Buy	
(C) Test	6315
scale	6266
Buyer barrier	6377
BuyerGraphics	6326
Buying	
habits	6199
patterns	6269
response randomised test	6264
Cable TV	6274
Calculators	6267
California	
F Scale	6218
grape boycott	6235
Camera Study	6230
Campbell Soup	6273, 6275
Campbell's Juice	6304
Candidate's image	6351
Candy bar	6253
Canned foods	6260
Canonical analysis	6246
Car	6253
benefit segmentation	6223
buyers	6223
interior fabrics	6242
market	6363
studies	6228, 6230, 6283, 6287
Cars, Rover	6283
Categorisation process	6216
CATI	6320, 6350, 6388
Celebrity advertising	6306
Census	6282
statistics	6280
Central AdLab panel	6324
Cereals	6265
CESP	6333
Channel power sources	6215
Child	
chameleon qualities	6290
qualities	6220
Children	
in advertising	6307
research among	6290
viewership of TV programmes	6331
Children's clothes	6197
Choice	6206
constrained	6255
data	6202
model	6209
processes	6227
set	6241, 6278

Subject	Abstract No
Cigarette	
advertising	6307
industry	6366
Cinema commercials	6344
Circulation	6321
Civil servants	6360
Classification	6287
data	6288
Cluster	
analysis	6196, 6217, 6246, 6286
Plus	6289
sampling	6287
Cocoa, Chocolate and Confectionery Alliance	6187
Coding schemes	6367
Cognition	6318, 6346
Cognitive	6227
effort	6226
processing	6309
structure	6226
COI	6341
campaign	6282
Comics	6318
Communications and Reactions research	6329
Comparative	
advertising	6310
approach, for theory tests	6381
Compensatory model	6255
Competitive	
advertising	6338
set information	6249
Complaining behaviour	6204, 6233
Componential segmentation	6246
Compositional weighting	6348
Computer aided interviewing	6263
Computers, home	6232
Concept	
stimuli	6266
tests	6249
Confectionery	6265
consumption	6367
Confirmatory Approach	6381
Conjoint analysis	6201, 6241, 6246, 6263
Constrained choice	6255

Subject	Abstract No
Consumer	
behaviour	6243
boycotts	6235
choice factors	6252
decision making	6230
expertise	6226
judgement	6227
knowledge	6226
negotiated pricing	6268
panel records	6360
panels	6386
requested distribution	6256
research	6378, 6379, 6380
sovereignty	6235
taste	6243, 6368
Content analyses	6305, 6317, 6318
Contingency approach	6238
Contraception	6298
Cookware market	6252
Coopers and Lybrand	6360
Copy testing	6329, 6334
Correspondence	
analysis	6202, 6286
theory	6313
Council of American Survey Research Organisations (CASRO)	6391
Counting processes	6214
Country of origin	6356, 6389
Coupon redeemers	6256
Covariance structure modelling	6215
Coverage	6319
Cox's regression model	6214
Creative	
device rating	6336
strategy development	6302
Crime statistics	6355
Crisps	6258
Critical relativism	6382
Cross-correlation analysis	6212
Cultivation theories	6312
Cultural patterns	6356
Culture, role of	6346
DAGMAR approach	6374
Data	
display	6196
editing	6195
fusion	6333
protection	6388
quality	6350
reduction	6196
Davies Riley-Smith	6332
Deal-sensitive consumer	6257
Dealer support	6337
Decision support system	6206
Defence spending study	6221

Subject	Abstract No
DEFENDER model	6248
Demand	
data	6211
modification	6245
Demographics	6243, 6281, 6283, 6284
Dental caries	6367
Dentifrice	6243
Department of Health and Social Security	6341
Depth interviews	6291
Detergent study	6326
Dewe Rogerson	6358
Diary	6321, 6324, 6325, 6367
data	6375
study	6330
techniques	6322
Diffusion	
and advertising	6342
patterns	6394
Direct	
mail	6256
response	6284
Dirichlet models	6269
Disconfirming trial	6313
Discriminant analysis	6246, 6291
Dishwashing liquids	6248
Distance measures	6195
Distribution	6248
innovations	6243
Doctor/patient relationship	6238
Doctors, survey of	6190
Dog snack concept	6249
Doorstep introductions	6192
Double jeopardy	6327, 6330
Dream symbols	6305
Drugs study	6260, 6298, 6340
Duopoly model	6260
Dupont Energy Motors	6364
Durables	6204, 6247
EAN	6274
Early adopters	6292
EASI formula	6283
Econometrics	6262
Economic environment	6243
Ego involvement	6232
Elaboration likelihood theory	6231
Elderly	6234
learning process of	6308
Election surveys	6348, 6350
Electricity	
consumption	6364, 6371
use	6364
Electronic	
components	6361
point-of-sale	6272
Representatives Association	6361
test markets	6275, 6343

Subject	Abstract No
EM algorithm	6201
Emotions	6227, 6300
Enabling techniques	6197
Energy audit	6201
Engagement ring	6278
ERIM	6270
TESTSIGHT	6274
Error, reading	6319
ESOMAR	6390, 6393
Essential rank analysis	6263
Ethnic	
minorities	6355
offenders	6355
policemen	6282
Europe, social change in	6285
Eventual trial	6249
Evoked set	6263, 6278
Exchange theory	6317
Excise tax	6366
Exercise	6287
Exit polls	6352
Expense recovery	6188
Experimental	
sales	6269
tests	6258
Exposure frequencies	6319
Extended sales test	6269
Extension theory	6242
Fabrics, for cars	6242
Face cream	6356
Factor analysis	6217, 6246, 6291
Factoring	6196
Family	
interviews	6290
purchase decisions	6229
Farming	6219
outlet	6209
Fashion	6287
life cycle	6242
trade	6368
Fertilizer studies	6205, 6209
Financial	
market	6289
products	6358
Research Services	6333
sector	6286
Finland	
marketing research in	6388
research study in	6389
Finnpanel Oy	6388
FinPin	6289
Fleecy Softener	6310
Flora Margarine	6283
Foa model of resource exchange	6317

Subject	Abstract No
Food	
advertising	6311
products	6189
types	6285
Foreign travel behaviour	6369
Form-resistant correlation hypothesis	6220
France	
ad testing in	6343
food types in	6285
fusion in	6333
made in	6389
scanning systems in	6270, 6274
Franchise	
outlets	6368
study	6359
Frequency	
information	6230
knowledge	6230
FRS data	6333
Fuel audit	6201
Fusion	6333
G-track	6289
Gaski model	6215
Gay community study	6341
General Social Surveys	6220, 6222, 6294
Generalisability theory	6186
Geodemographics	6280, 6281, 6284, 6287
Geoplan	6289
Germany	6282
ad testing in	6271
diffusion of new telephones in	6343
food types in	6342
fusion in	6285
made in	6333
scanning systems in	6389
telemarketing in	6270, 6274, 6275
GetSet	6392
Global	6287, 6289
advertising	6345
brands	6250
marketing	6383, 6384
Granada	6289
Greater Cincinnati Survey	6221
Grocery	
outlets	6270
prices	6259
shopping	6239
Group	
decision-making	6229
discussions	6332, 6377
Guessing proclivity	6198
Guideline SM	6329

Subject	Abstract No
Guttman scale	6204, 6219
Hall tests	6315
Halo effect	6224
Health	6287, 6298
and appearances	6287
care delivery	6238
claims	6311
Heroin abuse	6340
Hierarchical	
choice model	6255
log-linear analysis	6331
Hierarchy-of-effects model	6374
Holiday	
advertising	6282
promotions	6276
Holidays market	6288
Holland, readership research in	6320
Home	
appliances	6257
computers	6232
Homosexual study	6341
Hong Kong, research in	6387
Hothousing	6302
Household expenditure patterns	6360
Humour	6228
Husband and wife choices	6229
Ideal points	6199
Image	6246
making	6351
structures	6224
Imagery	6225
research	6225
IMS (UK)	6333
Inactive customers	6240
Incentivisation	6375
Incomplete multivariate normal data	6195
Independent, the	6370
Industrial	
Data's COMTEC	6371
marketing	6242, 6371, 6372, 6374
purchasing	6375
research	6373
shelving	6387
Information	6371
content	6344
diffusion	6296, 6353
frequency	6230
processing	6225, 6227
Resources Inc	6273, 6275, 6334
search	6206, 6358
services	6369
InfoScan	
database	6334
service	6275

Subject	Abstract No
Innovation	6243
Innovativeness	6296
Inoculation theory	6313
Instant coffee	6247
Insurance	6371
Intention to buy	6266, 6331
Inter/View	6320
International	
advertising	6346
market research	6383
Interpersonal search	6232
Interviewer	
attitudes	6193
effect	6186
reaction	6193
strategies	6192
training	6192
Intrachannel processes	6361
Investigative reporting	6339
Investments	6287
Involvement	6209, 6315, 6346
Ipsative rescaling	6223
Italy, ad testing in	6343
ITCA	6332
Item ratings	6223
Jack-knifed discriminant analysis	6257
Japan	
advertising appeals in	6346
made in	6389
MR in	6385
Jewellery study	6278
Joint space	6202
Kendall's tau-b	6207
Key Directors Omnibus	6371
Knowledge-gap hypothesis	6353
Lager	6228
Latent class models	6204
Lauren, Ralph	6368
Law, surveys in	6376
Learning feedback	6314
Leisure	6188
sector	6286
Lever Brother	6248
Leverage indexes	6275
Life	
satisfaction	6295
styles	6243, 6280, 6281, 6284
	6285, 6286, 6287, 6289
	6321
Likert scales	6188, 6208, 6218, 6232
	6238, 6296, 6389
Liking scales	6330
Linear-regression equations	6256

Subject	Abstract No
Litton Moffat microwave ovens	6310
Log-likelihood ratio test	6211
Logical positivism	6382
Logit	6205
London Business School	6265
Longitudinal panel	6201
Low involvement	6225
Loyalty	6327
Luce model	6255
Macroeconomics	6378
'Made in' label	6389
Magazine page exposure	6319
Maid service	6229
Mail surveys	6190, 6191
Mailing shot	6286
MANOVA	6267
Mapping technique	6236
Margarine, Flora	6283
Market	
maven	6296
model specification	6212
research, code of ethics	6390
researchers, role of	6377
segment response	6362
segmentation	6223, 6245, 6246, 6247
structure	6289, 6362
Marketindex	6366
Marketing	6388
change	6243
information	6372
management culture	6303
research, code of ethics	6393
Marovian structure	6347
Mastheads	6320
Material values	6318
Mavity Gilmore Jaume	6288
Maximum likelihood estimation	6195, 6201, 6205, 6207
	6209
McCann-Erickson	6305
Meaningfulness	6241
Measurement model	6203
Media	
consumption	6287
exposure	6287
planning	6275, 6324, 6333
research	6333, 6387
search	6232
studies	6386
MediaScanner	6320
Memorability	6300
Memory	6194, 6225, 6226, 6300
	6308, 6309
retrieval cues	6300
Men's clothing	6356

Subject	Abstract No
Message exposure	6381
Meta-analysis	6191
Metaphors	6196
Meter, TV	6322
Microcomputer programs	6200
Microeconomics	6378
Microwave oven study	6310
Middle response alternative	6221
Military target market	6362
Missing values in data	6195
Mitofsky-Waksberg	6187
Moderator influence	6290
Money-refund offers	6257
Monopoly model	6366
Mood	6227
MORI	6358
MOSAIC	6280
Mouthwashes	6248
Multi	
brand purchasing	6263
Media Research	6320
model approach	6205
TV set households	6299
Multidimensional	
scaling	6217, 6246
unfolding threshold model	6202
Multinational	
advertising	6345
marketing	6384
Multiple	
choice models	6205
page exposure	6319
regression	6352
Multitrait-multimethod matrix	6217
Multivariate AID (MAID)	6246
Museums, marketing of	6365
Myths	6305
Names of products	6244
National Opinion Research Centre	6294
National Institute of Health Consensus Development Program	
	6190
Navy recruiting	6362
NBD model	6269
Nerlove-Arrow model	6342
Nestle	6235
New	
product development	6261, 6264
products	6240, 6270, 6296, 6394
qualitative techniques	6197
wave values	6305
Newspaper	
launch	6370
readership	6280, 6286, 6321
subscriptions	6321

Subject	Abstract No
Nielsen, AC	6270
data	6336
ERIM	6273
Price Promotion Model	6271
Non-response patterns	6188, 6189
Nottingham Evening Post	6321
NOW Research	6188
NRS data	6333
Nuclear power plant study	6221
Oil company	6224
Olympia Beer	6310
Omnibus surveys	6371, 6386, 6387
Operational Research Society	6354
Opinion leadership	6296
Order effects	6220, 6221
Ordinal data	6208
Outlook	6286
Own label	6252, 6259, 6265
Pack	6276
test	6250
Paired	
comparisons test	6198
depth interviewing	6290, 6377
Panel	
comparisons	6199
data	6273, 6275, 6324, 6326
households	6334
Panels, of business establishments	6375
Parallel reading	6319
Parcels	6375
Parent-adult-child segments	6291
Parent/child relationship courses	6292
Parenting	6292
Pareto/NBD model	6240
Partisanship questions	6352
Party identification	6350, 6352
Peanut butter	6231
Peer group environments	6290
Pen study	6313
Penney, J C	6368
Pensions	6357
People	
as products	6317
meters	6327
PeopleMeter	6322, 6325, 6328
Perceptual discriminators	6199
Personal	
ads	6317
hygiene	6189
Personalisation	
hypothesis	6191
strategies	6237

Subject	Abstract No
Personality factor test	6189
Pharmaceutical markets	6386
Philosophy	6378
Piaget	6290
Picture sorting	6329
PIN	6280
Planners	6302
Poisson process	6240
Polaroid formula	6376
Police recruitment campaign	6282
Policy making	6339
Political	
attitudes	6348
campaigns	6353
candidates	6189
issues	6348
opinion polling	6347, 6348, 6352
tolerance	6294
Polls See also Political opinion polling	6352
Poor, study of assistance for	6222
Pop videos	6299
Population differences	6208
POSSE	6246
Postage	6191
Power sources	6215
Pre	
election surveys	6350
testing	6335
Preference	
intensity	6229
models	6213
ranking	6198, 6199
space mapping	6245
Preferences	6227, 6260
Preferential discrimination abilities	6199
Presidential election	6350, 6351
Pressure groups	6235
Prestel	6188
Price	6267, 6276, 6336
awareness	6257, 6259
competition	6279
cuts	6270
dimension	6373
discrimination	6260
effects	6271
insensitivity	6249
manipulation	6243
reductions	6275
service options	6373
Pricing	6230, 6268
effects	6258
experiment	6265, 6364
policy model	6363
research	6239, 6261, 6262, 6263
	6264, 6265
	6231
Prior experience	6279, 6368
Private labels	

Subject	Abstract No
Problem	
prone consumers	6234
resolution structure	6312
Procter and Gamble	6248
Product	
attributes	6230
class knowledge	6232
concept testing	6241
differentiation	6245
evaluation	6267, 6381
failure	6233
innovation	6243
involvement	6346
life cycle	6242, 6337, 6394
line pricing characteristics	6267
names	6244
placements	6387
positioning	6202
purchasing	6274
quality	6269
related experience	6226
test	6250
trial	6313
usage	6287
Programme choice	6331
Promotion	6276
effects	6271
testing	6275, 6325
Promotional activities	6243, 6334
Promotions	6270
Psychographic investigation	6291
Psychological price	6264
Psychology	6378
Public	
agendas	6339
opinion	6339
service broadcasting	6323
Publication effects	6347
Puffery	6310
Purchase	
decision cycle	6228
diary	6325
intent	6249
involvement	6232
Purchasing behaviour	6239
Q-factor analysis	6291
Qualitative	
data	6196
research	6197, 6290, 6291, 6302, 6360, 6377
Quality	
claims	6311
differences	6269
Quality/price relationship	6276

Subject	Abstract No
Question	
form effect	6220
wording	6222
Questionnaire	
design	6197
pro-active role	6357
self-administered	6362
Race	6355
of model effect	6356
Racism study	6294
Random digit dialling	6187, 6221, 6296, 6320 6339, 6362
Randomised	
response models	6210
shop situation	6264
Rating scales	6188, 6336
Rational	
actor theory	6297
theory	6297
Readership	6280
behaviour	6319
of newspaper	6321
research	6320
Reading error	6319
Rebate proneness	6257
Recall	6230, 6247, 6300, 6308 6316
systems	6329
techniques	6320
Recency bias	6221
Recognition	6308
testing	6316
Recruitment advertising	6362
Refusal rates	6189, 6192, 6387
Regional	
newspaper	6321
press	6282
Regression analyses	6211, 6232, 6246
Repeat	
purchase behaviour	6240, 6258, 6334
viewing	6327
Repeated sampling	6347
Replication	6319
Researchers, role of	6377
Resource allocation behaviour	6361
Respondent selection techniques	6350
Response	
bias	6316
functions	6343, 6361
models	6212
order effects	6220
patterns	6222
rates	6188, 6190, 6372
scales	6218
set	6223

Subject	Abstract No
Restaurant study	6206
Retail	
audits	6386, 6387
brokerage firm	6240
contemplation state	6228
decision making	6278
environment testing	6325
grocery business	6279
grocery prices	6259
Image Monitor	6279
outlet	6205
penetration	6337
selection	6278
Retailer	
image	6279
search	6232
Retailers	6252, 6272, 6368
Retailing	6244, 6284
in Belfast	6360
Return postage	6191
Revealed preference approach	6366
RISC (International Research Institute for Social Change)	6285
Risk	6238, 6369
aversion	6206
judgement	6284
RNAB	6282
Robust estimation	6195
Role-play	6192
Royal Mail Parcels	6375
Rural resettlement	6219
Sainsburys	6259, 6279
Sales	
based testing	6334
effects	6335
force time	6361
promotions	6276, 6277
response models	6265, 6336
tests	6269
-wave technique	6265
SAMI	6273
Sampling	6187, 6341, 6375
bias	6348
repeated	6347
SAMSCAN	6325
Satisfaction	6206
Saturday Attention Study	6331
Saudis, vacation behaviour of	6369
Scale	
differences	6208
reversal	6266
Scaling	6217, 6218, 6219, 6267
	6336
ScanAmerica	6325, 6326
Scanner data	6248, 6270, 6271, 6272
	6273, 6274, 6275, 6277
	6325, 6326, 6334, 6388

Subject	Abstract No
Scantrack	6270, 6274
Scientific knowledge	6379, 6380
Scottish Health Education Group	6298
Screen interviews	6188
Screening exercise	6375
Search effort	6232
Sears Roebuck	6368
SECQUAL	6357
Segmentation analysis	6223
Self	
administered questionnaires	6362
completion questionnaire	6357
concepts	6217
image	6246
interest hypotheses	6191
reporting	6257
Selsun Blue Shampoo	6310
Semantic differential scales	6206, 6217, 6267
Semiotics	6299
Sensitive questions	6210
Sensory information	6225
SERPS benefits	6357
Service	
consumer evaluations of a	6237
marketing	6236
personalisation	6237
Shampoo study	6310
Shelf space	6248
Shop classification	6279
Shoppers' awareness	6259
Shopping	6296
attitudes to	6232, 6257
behaviour	6213, 6239, 6320, 6368
mall intercepts	6389
malls, transport to	6249
outlets	6213
patterns	6252
process	6287
style	6278
trips	6252
Signal detection	6360
Similarity judgements	6316
Simmons	6199
data	6256
Market Research Bureau	6287
Simultaneous equation models	6203
Singapore, research study in	6356
Single source data	6273, 6274, 6275, 6281
	6283, 6287, 6320, 6322
	6324, 6325, 6326, 6333
	6343
Sixteen personality factor test	6292
Ski weekends	6229
Small Area Statistics	6282

Subject	Abstract No
Soap	6228
Social	
change	6285
class	6286
research	6219, 6298
security study	6221
values	6346
Sociology	6378
Sofa-beds	6229
Soft drinks study	6198, 6255
Softener study	6310
Soup	6265
Source	
credibility	6231
derogation	6313
South Africa, survey in	6374
Spain, marketing research in	6386
Spearman's rho	6207
Spending priorities scales	6222
Split	
ballot experiments	6220, 6221
cable advertising testing	6325
panel design	6265
Sports journalism	6370
SPSS-PC+	6200
STATA	6200
Statgraphics 2.0	6200
StatPac Gold	6200
Status characteristics theory	6317
Steady-state buying	6269
Stick drawings	6197
Stochastic diffusion models	6214
Store choice	6279
Strathclyde University	6298, 6307
Strawberries	6211
Structural model	6203
Subjective welfare	6239
Suicide study	6295
SUMMO	6320
Superiority advertising claims	6310
Supermarket price lists	6230
Supermarkets	6259
Superprofiles	6280
Superweighting	6348
Survey data	6195
Surveys as legal evidence	6376
Suttons Compound Cream of Ammonia	6251
Sweden, advertising in	6344
Symbolic	
actors	6297
association strategy	6344
Systat 3.0	6200
Tape recorded doorstep introductions	6192
Target Group Index	6256
Taste	
claims	6311
tests	6198, 6199

Subject	Abstract No
Taylor Nelson City Panel	6371
Taylor Nelson	6285
TCA	6279
Tea	6265
Technological environment	6243
Teenagers	6332
Telemarketing	6390, 6391, 6392, 6393
Telemeter	6274
Telephone	
campaign	6342
company	6189
interviews	6188, 6339, 6350
polling	6348
research	6320, 6390, 6391, 6392
	6393
sample bias	6348
sampling	6187
surveys	6293, 6353, 6362
TELERIM	6270
Telescoping	6194
Television Opinion Panel	6323
Tennessee Self Concept Scale	6218
Tesco	6259, 6270, 6279
Test marketing	6250, 6273, 6275, 6343
	6325
Testsight	6271
TGI	6286, 6287
Lifestyle Statements	6289
Thematic Apperception Tests (TAT)	6292
Theory tests	6381
Thermal infrared	6328
Third world countries	6219
Thompson, J Walter	6289, 6384
Threat	6294
Time	
availability	6232
of-use pricing experiment	6364
use	6321
Toaster ovens	6229
Tolerance items	6294
Tomatoes	6199
Toothpaste	6248, 6253
Topic differences	6189
Toxic waste study	6339
Tracking	6275, 6343
study	6335
Trade	
-off pricing research	6263
promotions	6275
Trademark litigation	6376
Trait Anxiety Inventory	6218
Transactional analysis	6291, 6299
Transferability concept	6213
Transportation modes	6213

Subject	Abstract No
Travel	6287
agents	6369
Trial	6240, 6256, 6276
Triangle test	6198
Triangulation	6196
Try scale	6266
TSB	6289, 6358
TV	6189
ad testing	6274, 6335
advertising	6312, 6332, 6334
audience measurement	6388
audience research	6322, 6328
commercials	6304, 6329, 6335, 6344
costs	6283
liking of	6330
programme choice	6331
ratings	6325
sets	6232
use of	6332
viewership	6273, 6274, 6326, 6327
	6330, 6339
Typewriters	6267
Ulster Museum	6365
Ultrasonic sonar system	6328
UMIST	6259
Unemployed	6293
Union recognition	6235
Unit trusts	6358
University of Strathclyde	6298, 6307
UPC scanners See also Scanner data	6273, 6274
Urban regeneration	6360
US	
advertising	6343, 6344, 6346
armed forces	6362
made in	6389
scanning systems in	6270, 6274
telemarketing in	6391
User satisfaction	6206
Vacation market	6369
VALS profile	6287
Values	6243, 6384
Video cassette recorders	6229, 6232, 6283, 6322
Viewer Response Profile	6329
Viewership patterns	6275
Visitor numbers	6347
Visual revolution	6299
Volkswagon	6223
Voters' preferences	6351
Voting	
behaviour	6348, 6349
study	6350, 6351, 6352, 6353

Subject	Abstract No
Walker Research National Calling Center	6189
Warner model	6210
Weight testing	6334
Weighting schemes	6348
Welfare	6222
Within vitamins	6329
Women's clothing	6356
Word-of-mouth advertising	6369
Wording	
differences	6222
effects	6221
Working women	6289
Wristwatch	6253
Yorkshire TV	6283
Youth market	6332